



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
John B. FERBER et al.) Group Art Unit: 2131
Application No.: 09/610,197) Examiner: Christian A. LAFORGIA
Filed: July 1, 2000) Confirmation No.: 6838
For: OPTIMAL INTERNET AD)
PLACEMENT)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

In reply to the Office Action dated March 31, 2005, Applicants file herewith a Request for Continued Examination pursuant to 37 C.F.R. § 1.114 to reopen prosecution in the above-referenced application, as set forth in M.P.E.P. § 706.07(h). The period for responding to the Office Action runs through August 1, 2005, pursuant to a Petition for One Month Extension of Time filed herewith, and because July 31, 2005 is a Sunday. Before continuing examination, please amend this application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims in this paper.

Remarks follow the amendment sections of this paper.